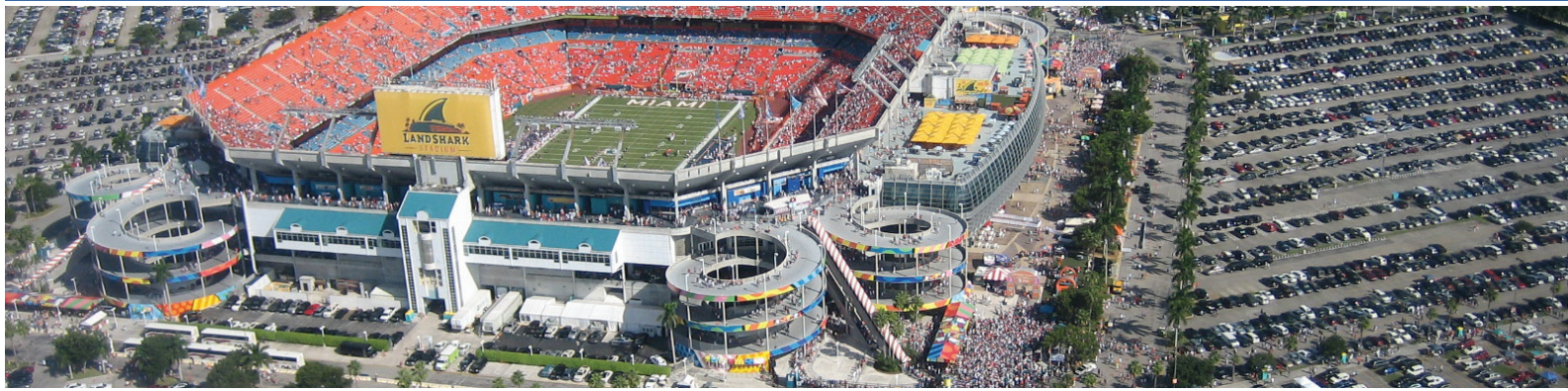


WE ARE EVENT TRANSPORTATION!

April 2011



### 2011 NHL ALL-STAR GAME RECEIVES WARM WELCOME IN RALEIGH, N.C.

Gameday Management Group scored a victory in Raleigh, North Carolina at the 2011 NHL All-Star Game. The game brought the world's best hockey players to the RBC Center. Thousands of fans attended the festivities in and around the Downtown Raleigh Convention Center where the Gameday Management Team managed an extensive shuttle system. Gameday planned and operated the Hotel Shuttle System from the 6 host hotels to the Raleigh Convention Center and the RBC Center in support of sanctioned NHL All-Star Game events. Gameday moved athletes, guests, media, sponsors, officials and workforce during one of the most memorable games in the city of Raleigh's history. This NHL All Star Game had 21 combined goals which was the fourth highest total scored in an NHL All-Star Game.



### NFL SAYS SB XLV A TREMENDOUS SUCCESS ALL AROUND

Gameday Management Group and Click and Park teamed up for another successful year of Super Bowl Transportation Operations. The team was in North Texas for Super Bowl XLV at Cowboys Stadium in Arlington on February 6, 2011 where the Pittsburgh Steelers went head to head against the Green Bay Packers. Gameday hit the ground running starting with site operations beginning Jan. 29 and running through Feb. 6. The Gameday team managed all of the Transportation System Operations for the Media, NFL, Stadium Staff, Team Families, Workforce and Spectator Shuttles. These systems used 1,108 buses and transported over 40,000 passengers to over 40 events throughout North Texas. Over 103,000 fans flocked to Cowboys Stadium and were greeted with headache-free, smooth traffic flow on all roads despite historically foul weather for the region including a severe ice storm and a snow storm. Click and Park played a major role in that transportation success directing fans to their parking lots fluently and without delays. Click and Park sold 10,954 parking permits and 733 Regional Transit Passes. This system allowed pass holders to ride the various North Texas transit providers free of charge from Thursday through Super Bowl Sunday. Click and Park issued over 5,000 parking permits to event stakeholders for usage at NFL-related venues for the weeks leading up to the Super Bowl.



### DAYTONA SPEEDWEEKS + AWESOME WEATHER = GREAT RACING!

Speedweeks had a cold start this year with temperatures in the mid 30's for the Budweiser Shootout but quickly heated up for the remainder of Speedweeks with beautiful weather and temperatures in the low 80's. New challenges and higher attendance kept the Gameday Team very busy but all ran super smoothly from ingress to egress. Gameday saw a jump of 9,000 spectators from last year's Speedweeks. Gameday moved over 230 Buses and managed 150 staff members with ease. Also, Gameday continued to show impressive numbers moving over 25,000 in under 2 hours. Jeff Hinton, Gameday Management Group's Project Manager for Daytona Speedweeks said "This was one of the best Speedweeks I have been involved with." As always, Speedweeks proved to be an exciting racing experience with the highlight being the Daytona 500. In 2011, the winner Trevor Bayne became the youngest Daytona 500 champion in history, winning the race in just his second career Sprint Cup Series start. Bayne, at 20 years, one day, was also the second-youngest driver to ever win a Sprint Cup race.



## PRESENTING "SP PLUS GAMEDAY"

Gameday Management Group is excited to announce a name change to "SP Plus Gameday." The changes are slowly rolling out over the next few months as Gameday goes into the final stage of joining Standard Parking Corporation's "SP Plus" brand of services as the Special Event/Venue Transportation Management Services division. Along with a fresh new name Gameday has chosen a new slogan, "Managing the flow of people to places." Gameday is looking forward to the growth and the diversification that the SP Plus brand will bring.



## CLICK AND PARK ROUND UP

### WELLS FARGO EMPLOYEES SEEING ADVANTAGE WITH CLICK AND PARK

Click and Park is now available to Wells Fargo employees in Winston-Salem as a pilot location. Employees have the ability to purchase monthly parking at the employee rate through the Click and Park website. This will help direct employees to avoid paying the public rate.

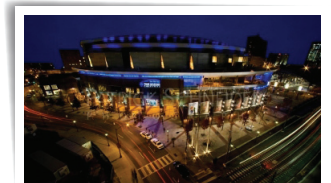


### TOYOTA PARK WELCOMES CLICK AND PARK

Toyota Park is the heart of soccer for much of the Midwest and a must-see destination for world-class concerts and other sporting events. Click and Park is currently developing a program for Toyota Park where Click and Park would sell premium parking spaces in advance and supply driving directions to allow fans to easily find their parking location. This will be an effective and much needed tool for Toyota Park. Each year, more than a half million people go through the stadium's trademark brick arch, many achieving or reliving what has become a rite of passage for sports and music fans alike.

### TIME WARNER CABLE ARENA

Click and Park is very enthusiastic about the parking program at Time Warner Cable Arena. Parking permit purchases have doubled for each event. Time Warner Cable Arena is the official site of the NBA's Charlotte Bobcats and is a premier destination for top-rated concerts and events. This arena is one of the newest arenas in the NBA. Time Warner Cable Arena proves that the Charlotte Bobcats organization is dedicated to giving fans the ultimate basketball experience which Click and Park has now further enhanced.



## UPCOMING CONFERENCES AND TRADESHOWS

Gameday Management Group and Click and Park are looking forward to the upcoming International Parking Institute (IPI) Conference where the Click and Park and Ride (CNPR) System is receiving the 2011 International Institute of Parking Award of Excellence, Innovation in a Parking Operation on May 22 – 25, 2011. IPI has also tapped Don Jordan with Gameday to speak at one of the informative conference break-out sessions. The presentation is titled, "World Equestrian Games (WEG) Integration in Technology to Parking."

Gameday Management Group will be attending the 2011 Sports Business Journal Facilities & Franchises Conference in Hoboken, New Jersey on May 24 – 26. Also, Gameday Management Group will be in attendance at the IAAM Conference and Tradeshow in Phoenix on July 25 – 29, 2011.

## GAMEDAY MANAGEMENT GROUP – EMPLOYMENT OPPORTUNITIES

If you are interested in pursuing open positions with Gameday Management Group or the events we have under contract please visit our website at <http://gamedaymanagement.com/web/join-our-team/Default.aspx> for more information.

*If you do not want to receive the latest and greatest newsletter from Gameday Management Group, please let us know.*

[www.gamedaymanagement.com](http://www.gamedaymanagement.com)

1.888.648.0213